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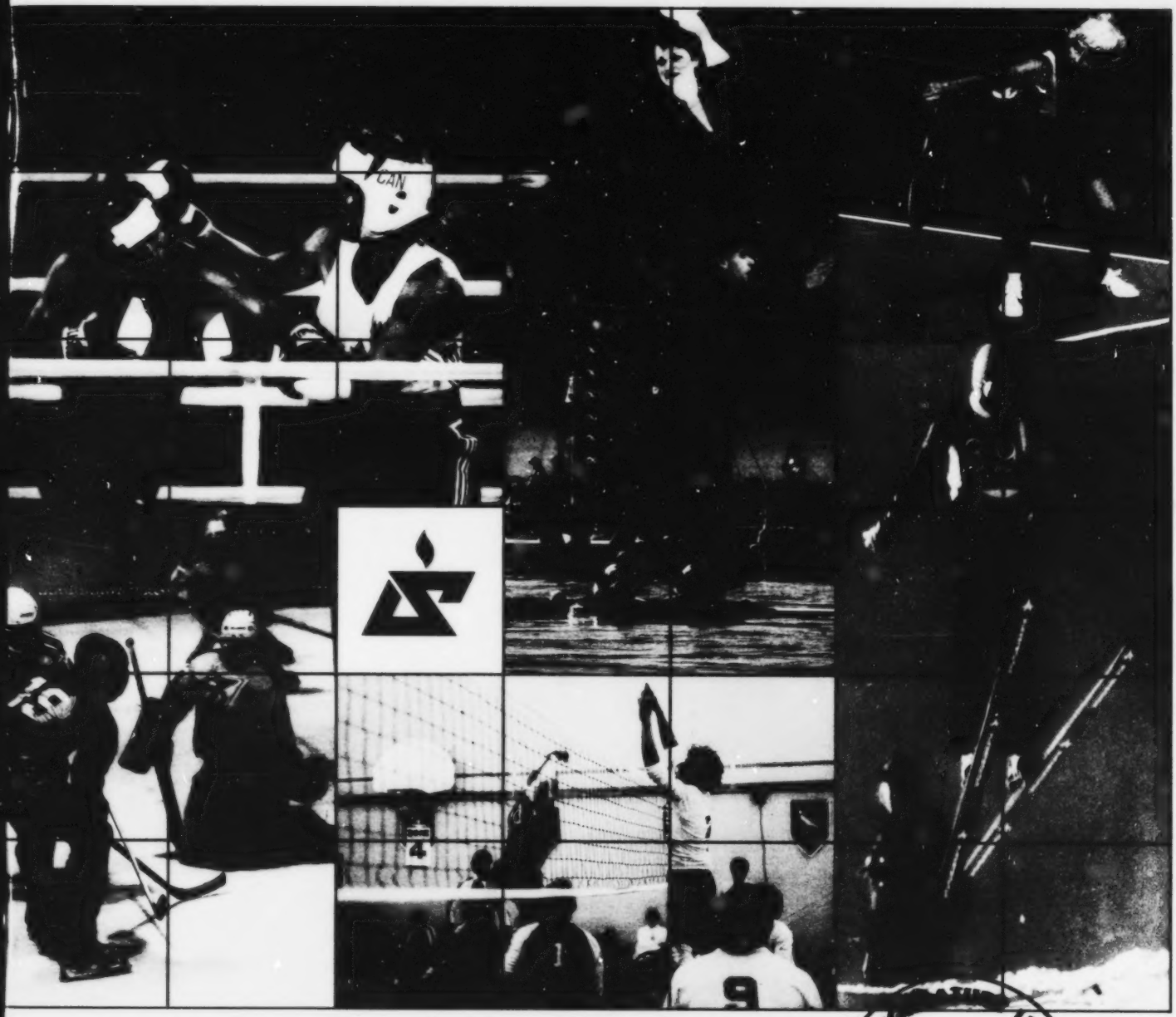
1984-85

Annual Report 1984-85



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Alberta Sport Council

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Alberta Sport Council

The Challenge

The Alberta Sport Council was incorporated with a single, governing mandate: the enhancement of provincial amateur sport. To achieve this goal, it set these basic objectives:

The organization of annual games and athletic events for developing athletes in Alberta.

Working with Provincial Sport Associations for the development of technical programs and services for coaches, officials and athletes in Alberta. This includes the Alberta Olympic Game Plan.

The active encouragement of sponsorship from corporations, businesses, organizations and individuals in order to market amateur sport to a wider audience.

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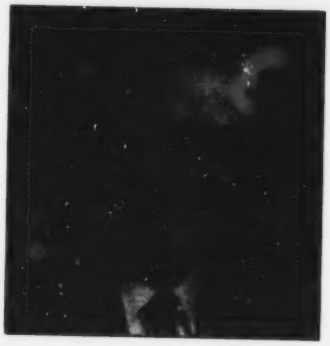
Let's make Alberta No. 1 in amateur sports

April 1, 1984 was an exciting day for amateur sport in Alberta. On that day, the various sport clubs, associations and community groups functioning with support of the Alberta Games Council welcomed a new organizing body, The Alberta Sport Council. The Council is a Crown Corporation with a mandate to provide increased opportunities for the athlete, coach and official. Its purpose: the advancement of amateur sport in Alberta. Its goal: to make the province a national leader in amateur sport programs and competition.

Sessional Paper No. 36/86
4 Session, 20 Legislature

An unprecedented increase in sporting activity



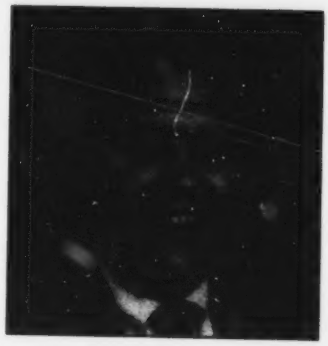
Commitment. Enthusiasm. It's hard to specify which attribute best exemplifies the first year of Alberta Sport Council activities. That both were present in generous amounts can be judged from the gratifying results of the 1984/85 year. In its first few months, building on the decade of achievement by the former Alberta Games Council, the ASC has given new impetus to sport programs, developed new and innovative technical programs, generated new support from individuals, organizations and corporations, and encouraged wider involvement in sporting activities from all members of the community.

Operating from an Administrative Office in Calgary, a Technical Development Office in Edmonton, and from eight Zone Offices, serving every area of the province, the Alberta Sport Council is clearly succeeding in its determination to advance every level of amateur sport.

As Chairman of the Alberta Sport Council, it is a pleasant duty indeed to record the achievements of our participants and volunteers over the past year — and to express the Council's gratitude for the generous financial support of the Western Canada Lottery, the Government of Alberta (Recreation and Parks) and private enterprise.

CHAIRMAN
Alberta Sport Council

Don Skogen



In the short ten years since the original Alberta Games Council was created in 1974, we have seen sporting activity in the province increase to an unprecedented extent. Albertans of all ages, at all level of achievement, are discovering the benefits and rewards of sport participation.

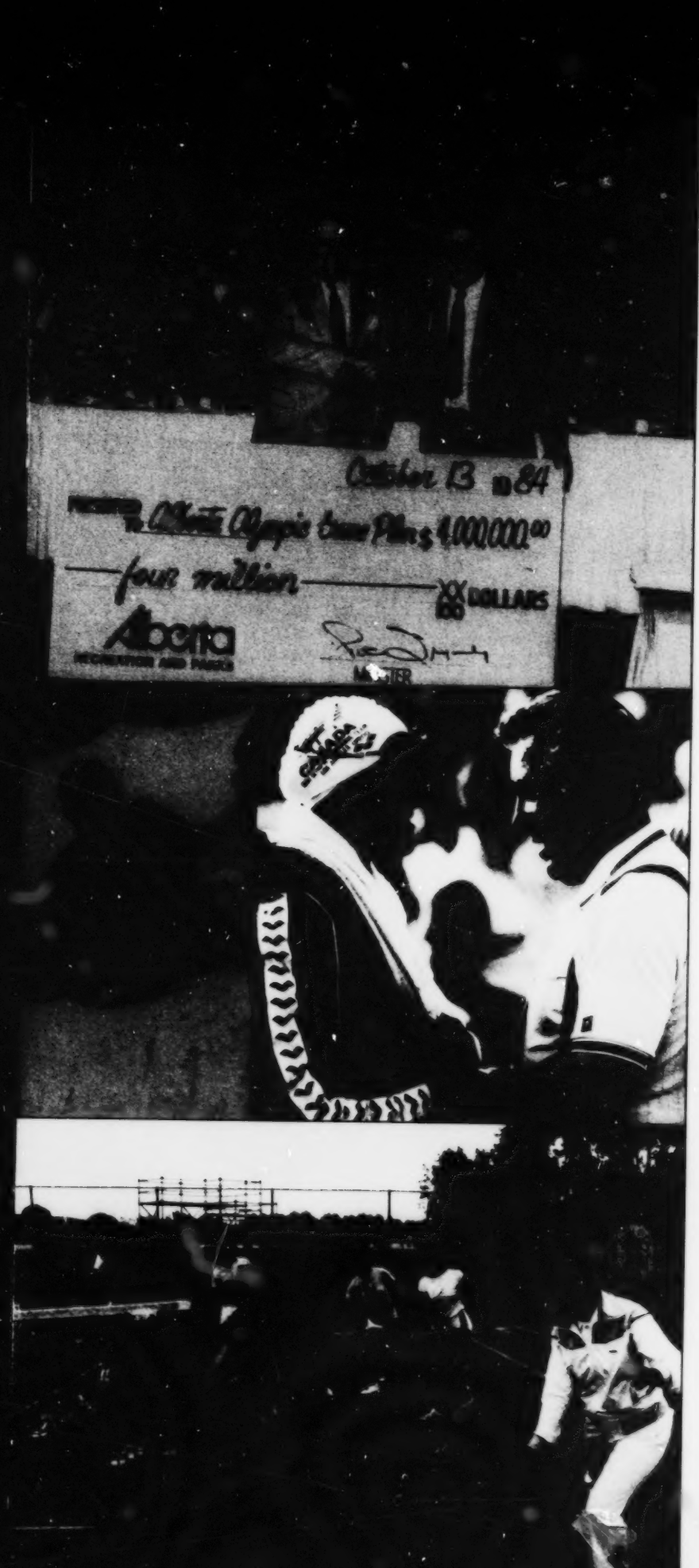
The next decade promises to be even more rewarding. Restructured as the Alberta Sport Council and operating with greatly increased financial and organizational support, the provincial coordinating body is aiding the general advancement of amatuer sport in a variety of positive ways.

It is actively addressing the needs of the developing athlete. It is helping to establish technical and educational programs for coaches and officials. It is organizing regular competitive events to hone athletes' skills and abilities.

Included in the Alberta Sport Council's ambitious agenda is a program intended to develop Alberta competitors as members of the Canadian team in the 1988 Winter Olympics. This Olympic Game Plan for athletes, coaches and officials will not only provide us with athletes of international stature but will leave us with an invaluable organizational structure for the future. The immediate prospect is exciting. The long-term benefits to sports activity in Alberta are virtually incalculable.

MANAGING DIRECTOR
Alberta Sport Council

Max G. Gibb



Alberta Sport Council

Sport Marketing Seminar

In February 1985 The Alberta Sport Council contributed to the organization and administration of the "Sport Marketing Seminar"; a comprehensive seminar for all sport associations and other sport agencies.

Sport Festival a Success

Throughout Alberta, 22 communities hosted an '88 Olympic Search Winter Sport Festival — a Festival of sport camps, try-it clinics, and other activities in many or all of the Olympic Winter sports. The Alberta Sport Council provided $138,100. to these communities to assist in the hosting of their Festival.

CODA Co-Hosts Festival

The Alberta Sport Council provided $100,000. to the Calgary Olympic Development Association (C.O.D.A.) to host the 1985 Alberta Winter Sport Festival — a culmination of the community winter festivals and zone playoffs in the province.

600 Alberta Athletes Compete

In March 1985, 600 young athletes from across Alberta competed at the 1985 Alberta Winter Sport Festival in Calgary giving Calgarians a taste of what the 1988 Olympics will bring.

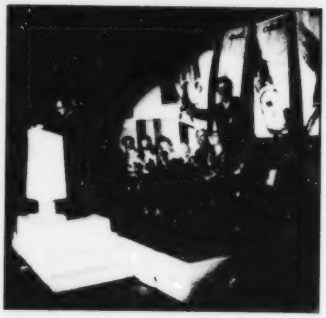
Sport Van Visits 20 Communities

Winter — The Alberta Sport Van program was initiated. As part of the Alberta Olympic Game Plan program, Kelly Kryczka (an Olympic medallist) and Susan Kankkunen travelled 10,000 kilometers to 20 communities. They talked to Albertans about the Olympic Winter sports and how Albertans could be involved, as a participant, coach or official.

Diane Joins Council

In April 1985 Diane Jones Konihowski, former three time Olympian, and Commonwealth Games gold medallist, joined the Alberta Sport Council as the Alberta Olympic Game Plan Director. Her experience will be a tremendous asset to the development of young athletes for future Olympic Games.

Highlights 1984-85



New Crown Corporation
April 1, 1984 — The Alberta Games Council welcomed a new crown corporation: The Alberta Sport Council, a Council with a greater responsibility. The purpose of the Alberta Sport Council is the advancement of amateur sport in Alberta by increasing opportunities for athletes, coaches, and officials.

27,000 Participants
More than 27,000 young Albertans participated in Sport Outreach clinics in 160 communities and 31 sports. In addition, The Alberta Sport Council organized six major sport camps, where 1,274 young Albertans were given the opportunity to train intensively for five days in their sport.

800 Receive Scholarships
More than 800 Alberta athletes received scholarships and/or travel subsidies to attend a residential sport camp in the summer. Total scholarship funds granted were $68,520.

Camrose 3 Time Host
July 1984 — Camrose hosted the Alberta Seniors Games for the third time. Bess Waldref, a 93 year old from Peace River, the oldest participant, lit the torch.

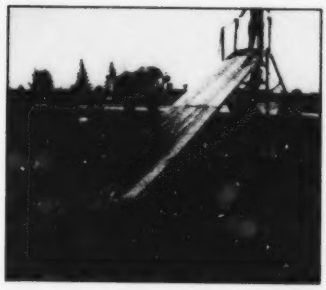
Olympians Recognized
On their return from the 1984 Summer Olympic Games in Los Angeles, a recognition banquet was held for those Alberta athletes who competed in the Games. A total of $88,196. was granted to the Alberta athletes for training expenses where there was a need.

Interim Financing for Associations
In September 1984 The Alberta Sport Council, while establishing a new program criteria, provided $635,000. interim financing to 76 sport associations. Among the 76 sport associations who received funds are 6 disabled associations and the Alberta Senior Citizens Sport & Recreation Association. In addition, a further $172,350. was provided to Sport Alberta and the Alberta Schools Athletic Association.

$4 Million from Lotteries
On October 13, 1984 the Government of Alberta, through the Western Canada Lotteries, awarded The Alberta Sport Council $4 million to support the Alberta Olympic Game Plan until 1988. The Honourable Peter Trynchy, Minister of Recreation and Parks presented the cheque to Mr. Don Skagen, Chairman of The Alberta Sport Council.

1st Annual Symposium
The Alberta Sport Council hosted the first annual Alberta Olympic Game Plan Symposium in October 1984. The purpose of the Symposium was to bring together representatives from the 9 Provincial Winter Olympic Associations to co-operatively develop their Game Plan toward the 1988 Olympic Winter Games.

Strathcona Wins '87 Games
On December 17, 1984 the County of Strathcona was named host of the 1987 Alberta Summer Games.



Impressive Results
As a result of the Alberta Olympic Game Plan,all winter sports are showing increased participation and improved levels of performance. This is shown most strongly in the sports of Luge and Bobsleigh where 7 of 14 National Luge Team members and 2 members of the National Bobsleigh Team are Albertans.

Innovative Projects Funded
A total of $67,041. was granted to various groups in Alberta as of the Innovative Projects program. Monies went to projects such as padding for speedskaters in the arenas, luge sleds for training, a wrestling mat for a club, the hiring of a Junior coach and more.

Programs to increase participation opportunities

The Alberta Sport Council's stated aim is to make our province, 'Number One in Amateur Sport'. To achieve its goal, it supports a continuing year-round series of participatory and competitive events together with residential clinics and training camps. Such programs include:

Alberta Summer and Winter Games — held in alternating years and involving competition at the local, regional and provincial levels.

Alberta Seniors Games — a combined sporting and cultural event held every other year and open to seniors from any part of the province.

Sport Outreach — participatory clinics conducted throughout the province which provide upgrading opportunities for prospective competitors. Residential camps, training clinics and training scholarships are also provided under this program.

Festivals and Competitions — particularly aligned to the development of winter sports and to the encouragement of possible competitors in the 1988 Winter Olympics.

Innovative Projects at the Local and Regional Level — through which, the Council supports selected areas of sport development — such as assisting in the areas of travel, participation, development and leadership development.

Spreading the word

Sport Outreach instructor at Coaldale Ski Jump Clinic spreads the word.

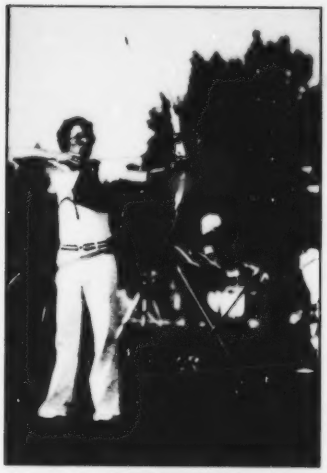
Year-round programs encourage involvement at every level

Reaching out.

Sport Outreach works at the community level by staging exposure clinics, upgrading clinics and residential camps. Instructors travel to all parts of the province, providing active encouragement to practicing and potential competitors.

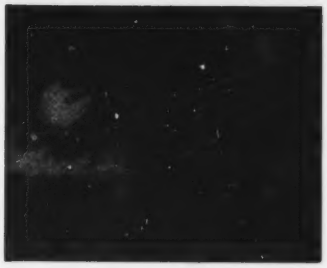
42,000 Smiles!

A particularly rewarding part of the overall campaign of sport development has been the enthusiastic community support. Since the inception of the Sport Outreach program in 1981, over 42,000 young athletes have taken part.



Learning to Luge

Typical of the effect of Sport Outreach Clinics was the interest in the Olympic sport of Luge aroused by a clinic in Erskine. The response proved so positive that a Zone Playoff was organized — as a result of which, several of the area's lugers — two from the County of Stettler and two from Camrose — qualified to attend the Alberta Winter Sport Festival. Especailly promising was the formation of a Luge Club at Willow Canyon Ski Hill.



Sport Gets Growing!

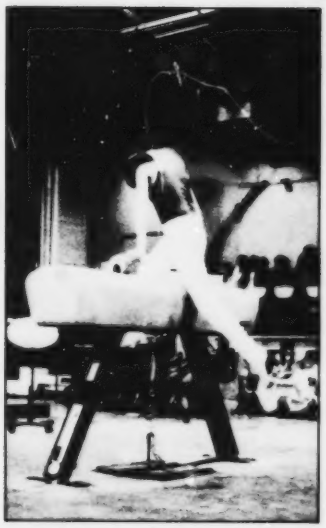
The Sport Outreach program continues to grow. More participants, more communities and more provincial sport associations were involved in 1984/85 activities than ever before.

Thirty -one provincial sport associations — representing sports as diverse as Badminton and Bow Hunting, Softball and Synchronized Swimming, participated in Sport Outreach clinics throughout the year. A total of 27,571 participants took part in events at 160 communities.

The Sport Outreach sport camp program attracted 1,274 athletes from twenty-three different sports.

Winners

More than 800 athletes, in conjunction with twenty-seven Provincial Sport Associations and the Alberta Schools Athletic Association received scholarships and/or travel subsidies to attend a residential sport camp during the summer. Total funds granted through the Scholarship program amounted to $68,520.



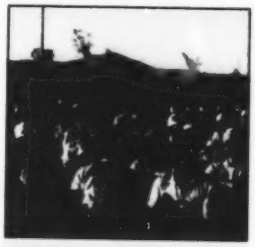
A Helping Hand

Through its Technical Development Division, the Alberta Sport Council expended $67,041. on innovative projects at the local and regional level during 1984/85. Among the beneficiaries was the Edmonton Aurora Synchronized Swim Club which received funding for the hiring of a full-time Junior coach.

Financial Muscle

Applications for financial assistance are required to be extensively detailed. Volunteers from each zone, with professional backgrounds, form eight zone committees. These committees review and make decisions on applications made within the zone.

Alberta Seniors' Games



Minister Opens Games

The Games were officially opened by Minister of Recreation and Parks, Peter Trynchy — who gave notice that he plans to participate in the 1985 Games with a Mayerthorpe slowpitch team.

1273 in Games

837 Alberta Seniors (aged 55 plus) from 139 Alberta communities, competed in the Games. A further 443 were involved in the Cultural Program.

They came from all over the Province.

The Games welcomed participants from 139 Alberta communities.

Bess, 93, lights torch

Bess Waldref, a 93 year old competitor from Peace River, was honoured to light the ceremonial torch at the Opening Ceremonies.

"You can't turn the clock back, but you can wind it up again!"

Third Time for Camrose
On July 8, 9 and 10 1984, the City of Camrose hosted the Alberta Seniors Games for the third consecutive time.

700 Helped Out
No less than 700 volunteers, one third of which were seniors, contributed an estimated 12,360 hours to successfully organize the 3 day event.

23 Events
23 events, ranging from horseshoes to tennis and cribbage to golf, were selected in consultation with the Alberta Senior Citizens Sport and Recreation Association.

The Events were:
Bowling, Bridge, Carpet Bowling, Creative Writing, Cribbage, Croquet, Dance (Old-time), Darts, Disking, Equestrian, Floor Curling, Golf, Handicrafts, Horseshoes, Orienteering, Performing Arts, Photography, Scrabble, Shuffleboard, Slowpitch, Snooker, Swimming, Tennis.

Games Legacy
The Camrose Games Society received a special $25,000 award for having so successfully organized and hosted the Seniors Games on three consecutive occasions. This legacy was presented to the Camrose and District Senior Centre Society to support the development of a Senior Citizens' Drop-in Centre.

Programs to promote participation excellence

A particular goal of the Alberta Sport Council is to help those athletes of proven ability to attain their maximum potential. Programs intended to promote this kind of participation excellence include:

Talent Identification –
This program encouraged the active identification of athletes showing exceptional potential.

Training for High Performance Athletes – through which the Alberta Sport Council provides assistance to maintain on-going training programs for identified high-performance athletes.

Alberta Athlete Development Program – direct financial support to help proven athletes national ranking.

Participation in the Canada and Western Canada Games –
The Canada and Western Canada Games are considered major events in the development of Alberta's athletes. The Alberta Sport Council supports the Provincial Recreations Development Division's initiatives in preparing the Alberta Teams for these important competitions.

Western Canadian and Canadian Championships – in which, specific competitors and teams are supported by funding for travel, meals, and accommodation.

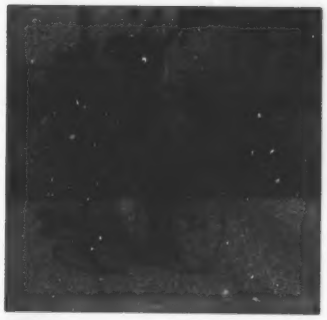
Keen athletes given opportunity

"If an Alberta athlete has the ability and the desire, he should have the opportunity."
Max G. Gibb

Exceptional athletes are identified and encouraged

Discovering Potential

The Talent Identification program of the Alberta Sport Council encourages provincial sport associations to identify athletes of special potential. Once recognized, such athletes can qualify for the Provincial High Performance program which provides support to participants, coaches and associations in the implementation of training programs.



The Pursuit of Excellence

Through its Alberta Athlete Development program, the Council provides the financial support needed by high performance athletes to achieve national ranking. This program focusses on Game Plan Sports included in the Pan-American, Commonwealth, and Olympic Games.

Competition Aids Development

The Canada and Western Canada Games are considered major events in the development of Alberta's athletes.

Looking to 1987

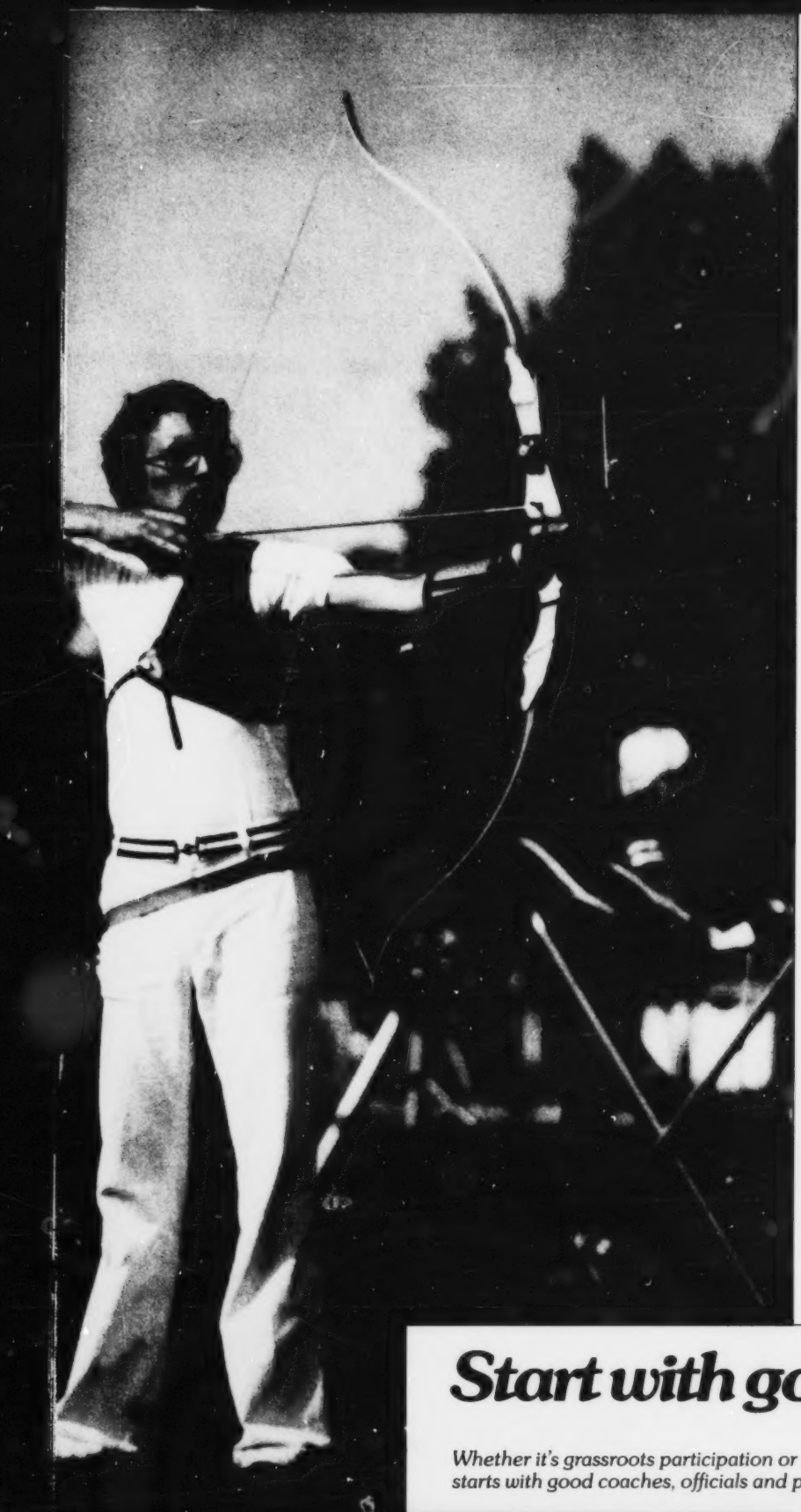
Participation in the Canada Games is a hard-won honour. The Games are held every two years, alternating between summer and winter. The sum mer games of 1985 will be held in St. John, New Brunswick, with the winter games of 1987 in Cape Breton, Nova Scotia.

Supportive

The Alberta Sport Council supports the provincial Recreation Development Division's initiatives in preparing Alberta teams for the Canada and Western Canada Games.

Off and Running

Assistance is provided to qualifying sport associations and to the province's most promising athletes in their preparations for the 1987 Western Canada Games.



Programs to develop technical expertise

An important function of the Alberta Sport Council is that of delivering technical programs and services to upgrade the skills and knowledge of coaches, officials and athletes. Specific programs in this area include:

National Coaching Certification Program (NCCP) — Through this national program, the technical expertise of Alberta's coaches continues to be developed.

Coaching Clinics — supporting coaches involved in those sports activities which are currently not part of the NCCP. (Support is also provided for special coaching opportunities — as with the occasional Coaches' Congress.)

Officials' Clinics — upgrading and refresher opportunities for umpires, referees, judges and other officials, conducted at various provincial locations.

Master Coach and Master Official Program — in which renowned coaches and officials are brought to Alberta. Also in this program, provincial coaches and officials are able to attend national and international workshops and clinics.

Professional Technical Staff — wherein support is provided to hire suitably qualified staff to serve as technical experts for the advancement of a particular sporting activity.

Sport Medicine — the training of individuals capable of understanding and applying the principles of sports injury prevention and athletic first aid.

Start with good coaching...

Whether it's grassroots participation or competing at the Olympics, peak Performance starts with good coaches, officials and programs.

"Programs to upgrade the skills of coaches, officials and athletes."

Technical Development

The Council's 1985/86 budget allocated substantial funding for this program — lending support to national, regional and provincial training centres ($150,000) and preparing competitors for the Western Canadian and Canadian Championships ($300,000).

Technical Expertise

Provincial sport associations are encouraged and assisted in the hiring of qualified professional technical staff.

Prevention is Better

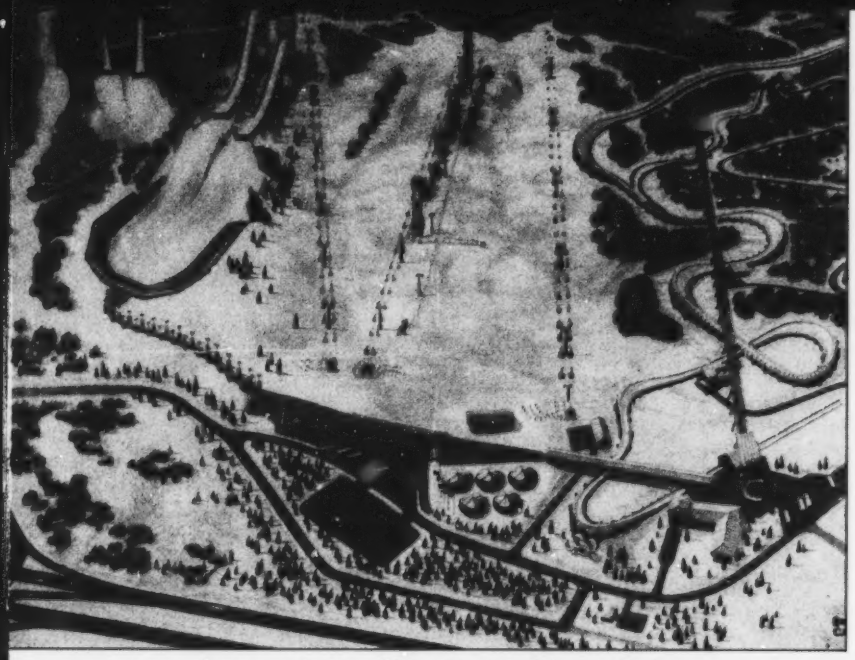
Community education in the principles of sport medicine is made available to clubs, municipalities, schools and sport associations. The intent of this program is to prevent, minimize and manage sport injuries.

Making the Grade

Alberta Sport Council places a heavy emphasis on the development of umpires, referees, coaches and officials. Upgrading clinics are supported to help these impartial athletes advance to the forefront of their chosen sport.

NationalRegional Training Centres

The Alberta Sport Council helps designate and fund national, regional and provincial developmental training centres in Alberta.



Artists rendering of New Canada Olympic Park.

Alberta Olympic Game Plan

Alberta's ambitious plan for the 1988 Calgary Winter Olympics

The Alberta Olympic Game Plan is an integral part of a sport delivery program unequalled in North America. It was initiated in 1984 when the Government of Alberta, through the Western Canada Lotteries allocated over $4 Million to the Alberta Sport Council, designating that money specifically for the development of the ten Olympic Winter sports. Approximately $1 Million a year is provided for this purpose, funding our nine provincial Olympic Winter Associations.

The Alberta Olympic Game Plan has an ambitious goal — to ensure that one in five of our Canadian Olympic athletes, coaches and officials are Albertans.

Diane Jones Konihowski
Olympic Game Plan Director

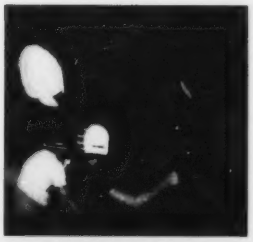
Challenger

Olympic Speed Skating Champion Gaetan Boucher received a standing ovation at the Closing Ceremonies after challenging all Festival participants to join him on the 1988 Olympic Winter team.

"Our goal is to have 20% of the Canadian Olympic team made up of Albertans..."

Working in Unison

The Annual Alberta Olympic Symposium brings together representatives from each Provincial Olympic Winter Sport Association in an annual meeting with key personnel from COA, OCO'88, educational institutions and the private sector. The aim is to coordinate all efforts in pursuit of mutual goals for the '88 Olympics and beyond.



Information, Explanation

Presently in development is the Alberta Sport Council's Olympic Resource Manual. A compilation of Olympic sports information, details of provincial facilities, resource material and rules information. It is expected to be a valuable informational tool for Alberta sports associations, communities, clubs and schools.

A legacy of people and facilities

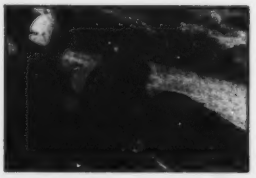
After 1988, Alberta will benefit from a legacy of sports facilities second to none in the world. More importantly, the Alberta Sport Council is helping to create a legacy of people - the well-trained athletes, coaches, officials and volunteers who will continue to bring honour to Alberta in countless Olympic Games to come.

Invaluable Experience... Concrete Results

Already, successes are being recorded under the Olympic Game Plan Program. More Alberta athletes are being named to National A, B and Developmental teams. Our athletes are moving up in the national and international rankings. And our coaches and officials are sharing with Albertans valuable international experience.

Technical Enrichment

The Alberta Sport Council supplies funding in the areas of talent identification, team selection and training, hiring of professional technical staff, and training for master coaches and officials to the nine Olympic Winter Sport Associations with a total membership of some 60,000.



Driving a Cool Bargain

An original project of the Alberta Sport Council is the Travelling Van program initiated in January, 1985. Coordinated by former Olympian Kelly Kryczka and assistant Susan Kankkunen, the project involved the circulation of an informational vehicle for some two and a half months — from January through March. During this period, the van travelled for 41 days, covering over 10,000 kilometres and visited a total of 20 communities (some, more than once). The program also manned booths at the Calgary and Edmonton Sportsman shows, exposing an estimated 35,000 Albertans to the program.

Searching for Gold

The Olympic Game Plan followed and supplemented the Olympic Search Program commenced in 1983 — whose aim was, and is, to provide opportunities to potential Olympic competitors through Sport Outreach clinics, Community Winter Sport Festivals featuring Olympic events, and the Alberta Winter Games.

Discovering Olympic Sports

For many Albertans, the Community Winter Sport Festivals are their first introduction to Olympic sports. These community-hosted events include competitions, clinics, cultural, educational and promotional events. The overall intent is to educate and expose as many Albertans as possible to the Olympic sports while generating participation from those athletes who will pass on a legacy of particular skills.

Over 600 young Albertans gather at Canada Olympic Park during Opening Ceremonies for "mini Olympics."

Figure skaters Corin Hollifield and Cara Bonney from Calgary are given the honour of lighting the torch.

Corporate sponsors such as Burns Foods, Coca-Cola and Sun Ice contributed significantly towards the success of the event.

1985 ALBERTA WINTER SPORT FESTIVAL

1985 Winter Sport Festival

From March 8th to 10th, the 1985 Alberta Winter Sport Festival was held in Calgary, the host city for the 1988 Olympic Winter Games. The goal of the Festival was to provide competitive challenges for young athletes in nine Olympic Winter Sports and to upgrade the skills of officials, coaches and participants.

Of greater importance was the exposure and enthusiasm generated throughout the province for the Olympic Winter Sports and the programs being mounted to get Albertans onto Canada's Olympic team in '88.

Nine Olympic Events

The Festival was the first competition ever held in Canada that involved all nine Olympic Winter Sports: Alpine Skiing, Biathlon, Bobsleigh, Cross-Country Skiing, Figure Skating, Hockey, Naturbahn (Natural Luge), Ski Jumping and Speed Skating.

C.O.D.A. Plays Host

The Calgary Olympic Development Association (C.O.D.A.) agreed to host the Festival, with just 88 days to prepare!

First event of its kind ever held in Canada!

600 Participants

Six hundred athletes from over 100 municipalities took part in the Winter Sport Festival. They came from as far south as Raymond, and as far north as Fort Chipewan.

Volunteers Trained

Over 600 volunteers and officials used the Festival as a training opportunity leading up to the 1988 Winter Olympics.

An Equipment Legacy

The Festival provided a legacy of equipment, valued at approximately $11,000. This includes air rifles and target, biathlon target, stop watches, slalom poles and flags and similar items.

Family Affair

The oldest Festival participant was 40-year-old Ed Harris from Grimshaw. Mr. Harris competed in the ski jumping events — together with his 12-year-old daughter and 15-year-old son.

Athletes' Oath

The athletes' oath at the Opening Ceremonies was administered by Olympian Kelly Kryczka.

The Alberta Winter Sport Festival is a program of the Alberta Olympic Game Plan.

Alberta Sport Council

Auditor's Report

To the Members of the Alberta Sport Council

I have examined the balance sheet of the Alberta Sport Council as at March 31, 1985 and statements of revenue, expenditure and surplus for the year then ended. Except as explained in the following paragraph, my examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In common with many organizations, the Alberta Sport Council derives part of its revenue in the form of donations, which are not susceptible to complete audit verification. Accordingly, my verification of revenue from this source was limited to accounting for amounts recorded by the Council.

In my opinion, except for the effect of adjustments, if any, had donations been susceptible to complete audit verification, these financial statements present fairly the financial position of the Council as at March 31, 1985 and the results of its operations for the year then ended in accordance with the disclosed basis of accounting, considered appropriate in the circumstances, as described in Note 2 to the financial statements applied on a basis consistent with that of the preceding year.

F.C.A.
Auditor General

Edmonton, Alberta
June 11, 1985

Balance Sheet

March 31, 1985

	1985	1984
Assets		
Current:		
Cash	$ 193,038	$61,787
Short-term investments and accrued interest	8,198,929	–
Accounts receivable	25,214	86,320
Prepaid expenses	13,477	517
Inventories	–	3,793
	8,430,658	152,417
Fixed assets (Note 3)	138,907	–
	$8,569,565	$152,417
Liabilities and Surplus		
Accounts payable	$ 212,107	$ 13,325
Surplus:		
Operating	4,857,021	139,092
Alberta Olympic Game Plan (Note 4)	3,500,437	–
	8,357,458	139,092
	$8,569,565	$152,417

The accompanying notes are part of these financial statements.

Financial Statement

Statement of Revenue, Expenditure and Surplus — Operating

for the Year Ended March 31, 1985

	1985	1984
Revenue		
Western Canada Lottery Alberta Division	**$6,596,119**	$ 580,700
Investment income	**422,953**	40,246
Province of Alberta, Recreation and Parks grants	**372,300**	572,300
Donations and special projects	**175,438**	186,558
Registration fees	**44,867**	20,075
	7,611,677	1,399,879
Expenditure		
Technical development programs (Schedule 1)	**1,404,398**	213,615
Alberta games and competitions (Schedule 2)	**777,941**	895,947
Administration (Schedule 3)	**415,626**	259,750
Zone sport development	**204,647**	235,464
Fund raising and marketing programs	**91,136**	203,940
	2,893,748	1,808,716
Excess of revenue over expenditure	**4,717,929**	(408,837)
Surplus at beginning of year	**139,092**	547,929
Surplus at end of year	**$4,857,021**	$ 139,092

Statement of Revenue, Expenditure and Surplus — Alberta Olympic Game Plan

For the Year Ended March 31, 1985

Revenue	
Western Canada Lottery Alberta Division	*$4,000,000*
Investment income	*411,354*
	4,411,354
Expenditure	
Sport Associations — Winter Olympic Sports	*746,456*
Winter Festival Championships	*127,943*
Special projects	*21,149*
Olympic symposium	*11,358*
Salaries and benefits	*4,011*
	910,917
	$3,500,437

Notes to the Financial Statements

March 31, 1985

Note 1 **Authority**

The Alberta Sport Council (formerly the Alberta Games Council) operates under the authority of the Alberta Sport Council Act, Chapter A37.5, Statutes of Alberta 1983.

Note 2 **Significant Accounting Policies**

General

These financial statements have been prepared in accordance with generally accepted accounting principles except that revenue from the Western Canada Lottery Alberta Division is recorded on a cash basis. The amount of revenue receivable from the Division at the year-end is indeterminable and is therefore not reflected in these financial statements.

Investments

Short term investments are valued at cost. Cost includes the applicable amortization or discount or premium using the straight line method over the life of the investments. The market value of the investments approximates cost.

Fixed Assets

Depreciation and amortization on fixed assets is provided over the estimated useful life of the assets on the straight-line method at rates varying between 20% and 30%.

Supplies, Services and Accommodation

Certain supplies, services and accommodation are provided at no cost by outside organizations and accordingly are not reflected in these financial statements.

Statement of Changes in Financial Position

A statement of changes in financial position is not provided as disclosure in these financial statements is considered to be adequate. The change in working capital is represented by the change in surplus and the increase in the net value of fixed assets.

Note 3 **Fixed Assets**

Fixed assets are detailed as follows:

	Cost	Depreciation or Amortization	**1985 Net**	1984
Furniture and fixtures	$115,393	$28,372	**$ 87,021**	$ –
Sport Equipment	19,298	5,789	**13,509**	–
Leasehold improvements	47,971	9,594	**38,377**	–
	$182,662	$43,755	**$138,907**	$ –

Note 4 **Alberta Olympic Game Plan**

The Sport Council has been entrusted to administer a fund termed the Alberta Olympic Game Plan. The purpose of the fund is to create an awareness of the Olympic Sports, provide enrichment funding to provincial sports associations and to provide opportunities to Alberta athletes, coaches and officials.

Note 5 **Commitments**

The Council has commitments for the hosting of future Alberta Games in the amount of $450,000.

Note 6 **Comparative Figures**

The 1984 figures have been restated where necessary to conform to 1985 presentation.

Note 7 **Management Approval**

These financial statements were approved by management.

Schedule 1

Schedule of Technical Development Programs Expenditure — Operating

for the Year Ended March 31, 1985

	1985	1984
Funding to sports associations	**$637,963**	$ —
Sport Outreach	**279,039**	213,615
Sport Alberta	**114,900**	—
1984 Olympic Appreciation Grants	**88,196**	—
Innovative Projects	**67,041**	—
Alberta Schools Athletic Association	**57,450**	—
National Training Centres	**25,000**	—
Adopt-an-Athlete Program	**1,100**	—
Program delivery costs:		
Salaries and benefits	**77,845**	—
Office	**23,587**	—
Travel and committee	**20,806**	—
Contractor's fees	**11,471**	—
	$1,404,398	$213,615

Schedule 2

Schedule of Alberta Games and Competitions Expenditure Operating

for the Year Ended March 31, 1985

	1985	1984
Alberta Games	**$511,218**	$683,940
Winter Festival Program	**149,158**	87,398
Regional Games	**9,064**	—
Program Delivery costs:		
Salaries and benefits	**91,686**	104,418
Travel and committee	**13,630**	20,191
Contractors' fees	**3,185**	—
	$777,941	$895,947

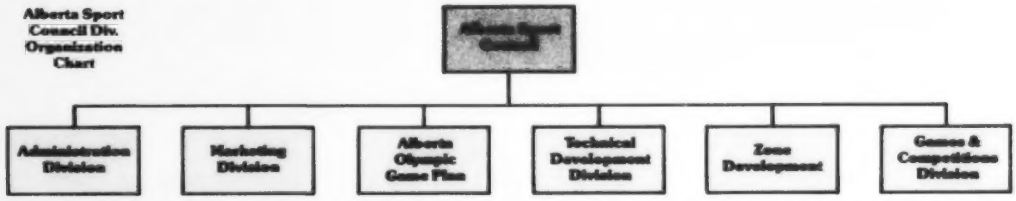
Schedule 3

Schedule of Administration Expenditure — Operating

for the Year Ended March 31, 1985

	1985	1984
Salaries and benefits	**$108,540**	$147,321
Contractors' fees	**68,275**	—
Professional services	**56,383**	7,637
Office	**52,928**	31,739
Depreciation and amortization	**43,755**	—
Council and staff meetings	**32,245**	—
Council and staff travel	**30,189**	34,025
Print press	**23,311**	39,028
	$415,626	$259,750

To organize...to assist...to encourage...



A provincial crown corporation, a volunteer board of directors, the Alberta Sport Council concentrates its efforts on the general advancement of sport in Alberta by meeting the needs of the developing athlete and by providing needed services to sports participants at all levels of competition.

Through programs intended to increase opportunities for participation, to identify and improve athletes' skills, and to develop supporting technical expertise, the Council is contributing not only to Alberta's physical well-being but to its sense of pride and achievement.

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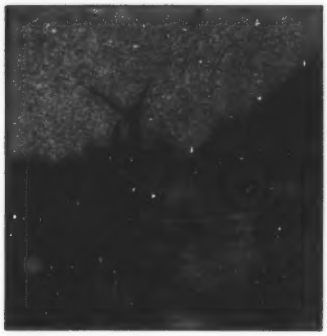
A vigorous new sport marketing program

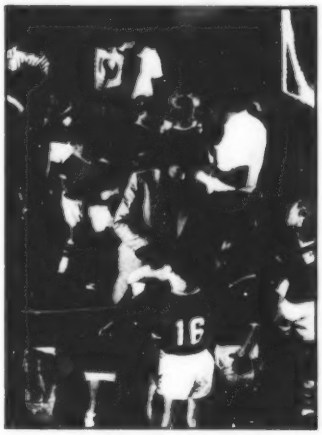


As a means of increasing the amount of financial support available to amateur sports, the Alberta Sport Council is developing specific initiatives related to the sponsorship of programs and events.

These programs and events offer beneficial opportunities to the corporate sector in the areas of advertising and public perception — and represent a highly marketable aspect of amateur sports which can realize significant returns.

The intent is to market Alberta's amateur sport in a fully professional and responsible manner so that income will be generated from performance rather than being dependant on traditional and unpredictable donations.

With the interest generated by the 1988 Winter Olympics and the enthusiastic support of the Sport Council, corporate sponsors can confidently expect maximum exposure for their investment.



Spreading The News

Good communications are essential to the unified effort of Alberta's various sport groups. As part of its extensive communications program, the Council will publish a regular newsletter and calendar of events.

Achievement

The Alberta Champions Awards allow the people of Alberta, through the Ministry of Recreation and Parks, to recognize and reward outstanding achievements by provincial athletes.

Specialized Programs

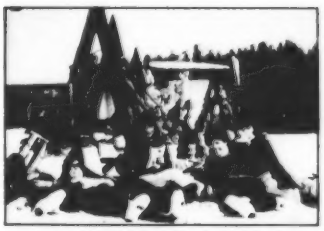
Particularly promising sponsorship opportunities exist in the corporate support of the Council's score of specialized programs.

Future Directions: Corporate Involvement

Benefits accruing from corporate sponsorship opportunities are considerable. Conspicuous involvement in such major events as the Alberta Summer Games, Alberta Winter Games, Alberta Seniors' Games and Winter Sport Festivals demonstrates an association with wholesome activity, reaches prime time prospects in the highly prized sports audience, and receives wide exposure in the media.

Sponsors and Licensees

A proposed Sponsors' and Licensees' Program will offer exclusive use of Alberta Sport Council symbols, logotypes and mascot designs.



Place of Honour

In recognition of past sport contributions and as an example to future provincial athletes, the Council is assisting in the Sport Hall of Fame and Museum.

Adopt An Athlete

The Council's Adopt-an-Athlete/Sport initiative brings together the corporate and private sectors with a developing athlete, sport or program in a mutually beneficial partnership.